A 2350-2

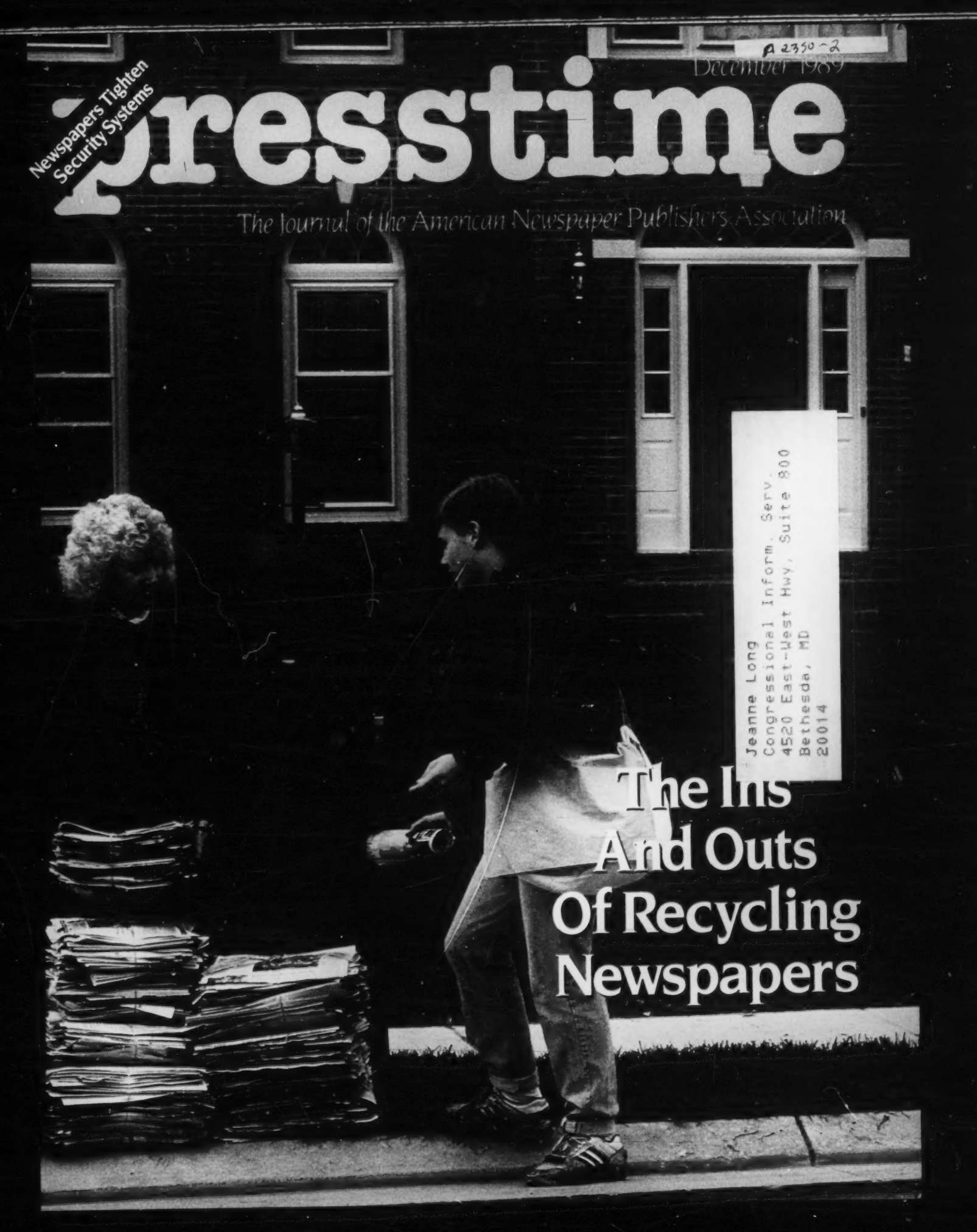
December 1989

Newspapers Tighten Security Systems

presstime

The Journal of the American Newspaper Publishers Association

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Bethesda, MD
20014



The Ins And Outs Of Recycling Newspapers

presstime

INDEX VOLUME 11, NUMBER 12 DECEMBER 1989

Special Report *Lawmakers and the public are pushing to divert old newspapers away from landfills and back into newsprint. However, the sudden tide of recycling fervor has saturated the market. Thousands of tons of old newspapers pile up in warehouses, awaiting an expansion of mill recycling capacity. Meanwhile, everything is being looked at—from new papermaking technology to ways of settling the volatile market. Many newspapers are getting on the recycling bandwagon, but some state governments think voluntary efforts aren't enough.* **20**

Security measures *Newspapers use electronics and people to safeguard personnel and property, but they try to avoid becoming fortresses.* **6**

Reporting to readers *More and more newspaper publishers are turning to their own pages to explain their operations to the public.* **10**

Reaching out *From disaster-relief efforts to reggae concerts to museum exhibits, newspapers' community projects are more numerous and varied than ever.* **14**

Ethical quandaries *Every newsroom encounters them from time to time. Here's how a few reached decisions on whether and what to publish.* **30**

Profile: George Benge *Helped by others as he rose to become an award-winning art director, this designer returns the favor.* **34**

Essay: Regulating newsprint *ANPA's Tonda F. Rush gives 10 reasons why laws mandating how much recycled newsprint must be used won't work.* **36**

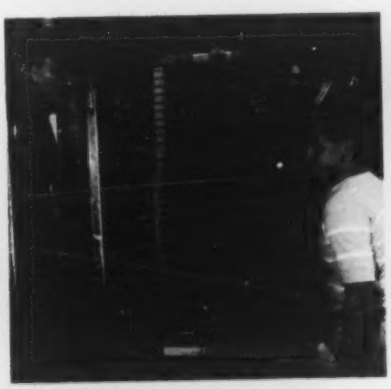
Countdown *The 1990 U.S. census will be chock full of the geographic and demographic details that newspapers can use to woo readers and advertisers.* **45**

Singles mingle *Seventeen single-copy circulation managers get together to air their concerns and innovative ideas in an effort to boost sales.* **49**

Marked down *Ink companies are offering discounts on standard-black and the more expensive inks, but some users wonder at what cost to quality.* **57**

Price is right *With demand for newsprint down and supply plentiful, newspapers believe discounts for both virgin and recycled newsprint will continue in 1990.* **61**

Goodbyes and hellos *As two longtime ANPA executives prepare to retire, four of their colleagues step up to move their work forward.* **67**



Newspaper Security, p. 6

Newsprint Recycling, p. 20
(Cover photo by Kay Chernush.)

Tough Calls in the Newsroom, p. 30

Advertising	52
Advertisers index	67
ANPA calendar	63
ANPA news	67
Chairman's corner	4
Circulation	49
Education	44
Employee relations	54
Government affairs	38
Letters	66
Minority affairs	46
News-editorial	42
Newspaper business	64
Newsprint	61
Overset	68
Research	45
Speeches	62
Technology	57
Telecommunications	40
Training	48
World press	46

CHAIRMAN'S CORNER

Our future success hinges on expanding the audience

Our success as an industry has come from our ability to produce an information product that meets the needs of our readers and our advertisers.

We have done that well, despite growing competition from other media, changes in reader interests, changes in the structure of the retail and ad-agency business, increasing costs, and growing illiteracy.

Ted Turner, who predicted our demise a few years ago, had it wrong.

William H. Cowles 3rd

One of the reasons we do well is because newspapers generally have responded effectively to market changes.

In last year's ANPA membership survey by Gallup, you told us the circulation and readership issue was your top priority, and your Board and staff responded by substantially increasing our efforts to help you meet the circulation and readership challenges we all face in our markets.

In January, we established a new circulation and readership department, with existing resources and without increasing staff. This addition has enhanced the work of ANPA's Circulation and Readership Committee.

And at our Chicago Convention in April, ANPA, jointly with the Newspaper Advertising Bureau, appointed a small, blue-ribbon steering group to direct high-priority circulation and readership activities.

Among the steering group's first actions was creation of an assessment team headed by Bill Keating to create a model that every newspaper could use to evaluate its own circulation and readership efforts. Team members are recognized experts in news-editorial research, circulation and promotion [**presstime**, Oct. 1989, p. 50].

The team has just completed visits to three successful newspapers of different circulation sizes: The Free Lance-Star of Fredericksburg, Va., The Gazette of Cedar Rapids, Iowa, and The Press-Enterprise of Riverside, Calif. Team members are now evaluating their findings and drafting a report, which we will have in a few months.

ANPA has also provided support to New Directions for News, a journalism think tank that is experimenting with editorial innovation aimed at attracting and holding readers. And we are assisting similar ASNE work.

I should add that we continue to count on a number of other associations whose circulation and readership work is important to the industry, particularly NAB, International Circulation Managers Association, Newspaper Research Council, Associated Press Managing Editors, International Newspaper Marketing Association, International Newspaper Advertising and Marketing Executives, and the Society of Newspaper Design.

It's pretty clear that newspapers are determined to increase the daily newspaper audience that is the foundation of our future success. It won't be easy, but it can and must be done. And ANPA is determined to help you meet the needs of your readers and advertisers.

Bill Cowles

William H. Cowles 3rd
ANPA Chairman

ANPA

presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
Assistant Managing Editor, Pamela M. Terrell
Staff Writer, Mary A. Anderson
Staff Writer, Rolf Rykken
Staff Writer, Christine Reid Veronis
Technology Writer, Rosalind C. Truitt
Labor Writer, Gene Goltz
Art Director, Charlene Gridley
Circulation Manager, Mary B. Nahan

Advertising Manager, Jonathan A. Reed
Advertising Assistant, Wendy Weiss

ANPA Executive Offices
The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.
Mail address: Box 17407 Dulles Airport, Washington, D.C. 20041;
(703) 648-1000
FAX: (703) 620-4557

Advertising Sales Representatives

East/Southeast
Bob Gardner, Pete Uhry, John Adams, Bob Bruder, Marketing & Media Decisions, 401 Park Ave. South, New York, N.Y. 10016; (212) 545-5100

Midwest/Southwest
Elaine Purnell, Arlene Sulkin, Marketing & Media Decisions, Suite 804, 203 N. Wabash Ave., Chicago, Ill. 60601; (312) 977-1933

West
Nelda Chambers, Marketing & Media Decisions, Suite 380, 19725 Sherman Way, Canoga Park, Calif., 91306-3650; (818) 709-3564

presstime Advisory Committee
Burl Osborne, The Dallas Morning News, Chairman
Ed Johnson, The New York Times Co., Tallahassee, Fla., Vice Chairman
William M. Boyd, Home News Publishing Co., New Brunswick, N.J.
Susan Clark-Jackson, Reno Gazette-Journal
John M. Jones Jr., The Greeneville (Tenn.) Sun
Maxwell E. McCombs, University of Texas Department of Journalism
Jacqui Love Thornell, The Washington Post

presstime Volume 11, Number 12
Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of $50 a year is included in members' dues. Non-member rate is $100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1989 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor. POSTMASTER: Send address changes to presstime, ANPA, Box 17407 Dulles Airport, Washington, D.C. 20041.

BPA **Presstime** is a member of the Business Publications Audit of Circulation Inc.

Kay Chernush

The Newsprint

PART I Newspapers Set Sights on

BY ROSALIND C. TRUITT
pressTime technology writer

In 1972 David J. Willmott, publisher of the Suffolk (N.Y.) Life, began purchasing newsprint made from recycled fiber. The amount used by his operation has steadily increased, and today it approaches 100 percent.

"Our days as a throwaway society are ending, and we, as publishers, have to realize that and act on it," Willmott says. Suffolk Life, a free-circulation weekly with distribution of nearly 500,000, uses about 3,500 metric tons of newsprint annually. "If we don't get our act together," he warns, "legislators will do it for us."

A growing number of publishers elsewhere are coming to the same conclusion. They are also realizing that turning today's newspaper into tomorrow's newsprint is a complex matter that defies simplistic solutions.

Several factors figure into the equation, each having an impact on the others. Consider that:

- The collection and recycling of old newspapers is at an all-time high in the United States—and expanding by the day—because of the institution of curbside collection programs.
- Old newspapers are piling up in warehouses, primarily in the northeastern United States. The surplus is depressing the price for old newspapers nationwide.
- Until recently the North American paper mills that use old newspapers to produce new newsprint had contracts for virtually all the recycled newsprint they made. Now newspaper executives say the mills are reporting small surpluses. That is because even though the list price for recycled newsprint is less than the list price for virgin newsprint, the deep discounts off the virgin list price currently being offered to newspaper companies make virgin less expensive.
- Also until recently, it was difficult to justify adding capacity to produce more recycled newsprint. Many newsprint manufacturers will be doing so in the next few years, though, as newspapers respond to public insistence that they go the recycling route. (According to the Environmental Protection Agency, newsprint that contains 40 percent or more of recycled fiber is considered recycled.)
- Many newspapers are involved in the issue in their sometimes conflicting roles as both newsprint users and producers, owing to the fact that several newspaper companies have equity interests in newsprint companies.
- Some newspaper production experts contend that the quality of recycled newsprint is not equal to that made from wood products, but improved technology in recent years has silenced many of those critics.
- Future technology may bring new, smaller recycling mills that can be built closer to the "urban forests" where old newspapers are harvested.

Despite these complications, however, newspapers know that solutions must be found because the tide of public opinion is surging strongly in favor of recycling. More and more people are becoming aware that every two days Americans generate almost 1 billion pounds of garbage and that a third of the nation's 6,500 landfills will be filled and closed by 1995. Old newspapers make up an estimated 8 percent of the solid waste in those dumps, so they have become a lightning rod for public officials and private activists alike. Twenty-seven

Pamela M. Tuttell

Workmen sort slicks from newsprint at Southeast Recycling Corp. warehouse in McLean, Va.

Recycling Challenge

Helping To Ease Problems of Waste

percent of landfill content is other wastepaper products.

To some people on the outside looking in, it might appear that the newspaper industry has been rather slow to respond.

"Virtually every major newspaper has published eloquent editorials extolling the virtues of recycling. But for the most part, they have printed them on virgin, unrecycled paper," says William Y. Brown, director/environmental affairs for Waste Management Inc., which calls itself the "world's largest recycler."

However, recycling has moved to the top of newspaper business concerns. ANPA in September adopted a landmark policy statement that encourages increased use and production of recycled newsprint [**presstime**, Oct. 1989, p. 52].

James L. Burke, president of Garden State Paper Co., the first recycler of old newspapers into new newsprint, says there is no doubt that publishers today are more attuned to the solid-waste problem. They "are becoming educated to the fact that recycling newspapers can help alleviate that portion of the solid-waste stream, and it is a very visible portion," Burke notes. "I believe most publishers are looking for ways to accommodate more recycled newsprint."

Gannett Co., which has the largest combined circulation (5.7 million) of any U.S. newspaper group, plans to purchase 100,000 tons of recycled newsprint in 1990, more than double the 40,000 tons bought this year, says Dennis Washburn, director/purchasing for USA Today. Also next year, he says, nearly all Gannett newspapers will use some recycled newsprint.

"We want to buy our fair share, but you have to look at the amount of newsprint available," he says. "If we and the other large newspaper newsprint buyers bought all the recycled newsprint that was available, there wouldn't be anything left for the remaining 95 percent of newspaper purchasers. We don't think that would be fair for everyone else. We have to spread around what is available."

The actions of a few newspaper companies may be persuading some mills to add recycling capacity. Knight-Ridder Inc., for example, sent letters to all of its suppliers with a timetable for producing additional recycled newsprint for the group, reports Homer E. Taylor, vice president/supply. The mills that do not live up to the timetable will be faced with losing some business, he says.

Knight-Ridder bought about 700,000 tons of newsprint for use by its 29 daily newspapers this year. According to Taylor, 11 percent, or about 77,000 tons, was of the recycled variety. He says the company wants to increase that share to 15 percent in 1990 and to 25 percent in 1992.

"The only way recycled newsprint will be there and in good supply when newspapers need it," Taylor adds, is if publishers now encourage mills to increase production. "Recycling is an idea whose time has come."

Garden State Paper Co.

Old newspapers begin transformation into recycled newsprint in the de-inking vat at Garden State Paper Co., Garfield, N.J.

THE PAPER TRAIL. Actually, the notion to recycle old newspapers first popped up about two decades ago, during an earlier period of heightened concern about the environment. Then it drifted out of public consciousness for a number of years.

But as sanitary landfills filled up with the vast amount of solid-waste matter thrown out by Americans—160 million tons of it in 1988—the recycling concept was itself recycled. Government lawmakers and regulators began to insist on separation of newspapers, glass, aluminum and other recyclable materials prior to pickup by the trash truck.

Although the 8.9-million tons of old newspapers trucked to U.S. landfills last year amounted to less than a third of other wastepaper and paperboard products in the dumps, newspapers rank high on just about everybody's target list of recyclable products.

Not only are they highly visible, as Garden State Paper's Burke observes, but also their bulk has grown over the years. In 1977, U.S. daily newspapers averaged 59 pages for morning editions, 50 pages in the evening and 177 pages on Sunday. LNA/Media Records, which compiles industry statistics, says the comparable numbers last year were 100, 84 and 365 pages.

Offsetting all that added bulk, however, has been the marked increase in the amount of recycled old newspapers in recent years. Last year 35 percent of the 12.3 million metric tons of newsprint consumed by all U.S. users was recycled. About half went to make new newsprint and the remainder into such uses as folding boxboard, construction paper, egg cartons and animal bedding.

"We believe that the recycling of old newspapers will continue to grow in the United States and in export markets, and that a recovery rate for old newspapers exceeding 50 percent could be achieved within the next decade," says Red Cavaney, president of the American Paper Institute, an industry group that represents U.S. paper companies.

Fifth-graders in Albany, Ore., tote newspapers to class for recycling program.

THE SUPPLY AND DEMAND CURVE. The conversion of today's newspapers into tomorrow's newsprint begins with bound or bagged stacks of newspapers being placed at residential curbs or deposited in special bins. Private or municipal trash haulers then transport the newspapers to paper brokers.

In the brokers' vast warehouses, employees wade knee-deep amid last Sunday's comics and last month's headlines, pulling out magazines, telephone books and plastics that were incorrectly injected into the newsprint-recycling stream. Under technology employed at most existing North American recycling mills, magazines are a no-no because the clay content of their coated paper gums up the de-inking machines. Similarly, phone books are disallowed because they are bound with glue.

Although the mills prefer to receive shipments of old newspapers that exclude slick-paper inserts (and readers are asked to sort them out), paper-industry executives say they can "recycle anything that is delivered with the newspaper" except special advertising promotions like gummed envelopes and phonograph records. The mills monitor the influx to ensure that the ratio of slick paper to newsprint does not exceed acceptable tolerances.

After the sorting is completed, the warehouse employees bale the old newspapers for shipment mainly to North American de-inking mills, although about 1 million tons are exported annually.

According to the API, there are more than 2,000 wastepaper dealers and brokers in the United States. Those companies say business has not been good of late because the new collection programs—many of them mandatory—have, for the time being at least, upset the delicate balance of supply and demand for old newspapers.

Accustomed over the years to an unsteady but controlled flow of newspapers channeled by the Boy Scouts, local PTAs and other service organizations, the North American recycling mills have suddenly been inundated with old newspapers, especially in the densely populated Northeast.

As recently as last year, the brokers could get $35 to $55 per ton selling old newspapers to mills. Today in the Northeast it is more like $8 per ton for well-sorted newspapers—or nothing for unsorted ones.

At P&P Paper Recycling, a paper brokerage firm in Old Bethpage, N.Y., General Manager Larry Calaraco says the company's 20,000-square-foot warehouse is "pretty full right now. The orders are very slow." He adds that the firm's business is just about at the break-even point. "By the time you pay for transportation, labor and electricity, there's not much left," he reports.

In Rocky Mountain states, business is not quite so bad. But even there it is down 20 to 30 percent from a year ago, according to James G. Johnson, former executive director of Eco-Cycle, a private, not-for-profit organization in Boulder, Colo. "The difference is that paper drives (that rely on voluntary recycling) have a time limit. Curbside programs don't stop and start that way. There are always newspapers coming," Johnson observes.

The export market, too, has slowed in recent months, as more old newspapers show up in the world marketplace. In densely populated Japan, recycling has been a way of life for many years, and about 50 percent of the newspapers published there are returned to recycling mills. Recycling also is beginning to take root in Europe.

Many observers believe a balance between supply and demand will be reached within three years, after some planned new capacity to produce recycled newsprint comes on line. "I believe definitely that the system will be more or less even by 1992. We won't have a surplus of newspapers," says ANPA Vice President/Technical William D. Rinehart. "I would not be surprised if mills did not have difficulty in obtaining old newspapers" by then.

That is one reason Garden State continues to pay private groups $10 to $20 per ton for well-sorted newspapers. "We don't want those avenues to dry up completely," Burke says. "We don't pay them as much as we once did, but the day will come when we don't have this oversupply of old newspapers, and we will need those collection sources."

GROWING CAPACITY. Also needed, of course, will be more mills to take that hoped-for future supply of old papers and turn it into newsprint. Today there are seven U.S. companies and one Canadian company that make recycled newsprint at nine mills. (See chart, facing page.) More are coming.

Atlantic Packaging Products Ltd., which has been recycling a variety of packaging products, is building its first mill that will produce newsprint from recycled fiber. Scheduled to be operating in the fourth quarter of 1990, the mill in Whitby,

Ontario, has projected annual capacity of 136,000 metric tons and will use old newspapers exclusively in the furnish.

"We do not anticipate having any trouble selling the newsprint," says George Fellner, vice president of Perry H. Koplik and Sons Inc., which will act as U.S. sales agent for paper produced by Atlantic Packaging. "We have had a great deal of interest expressed."

In 1991, North Pacific Paper Corp. plans to start up a new paper machine in Longview, Wash., with the capacity to make 230,000 metric tons of recycled newsprint per year. In the same year Bowater Inc. plans to add de-inking capacity to its mill in Calhoun, Tenn.

Other mills are considering projects that would add another 686,500 metric tons of recycled-newsprint capacity. For example, Garden State Paper is now scouring the Northeast for a site for a new mill, Burke says. Golden State Newsprint Co. is considering adding a second recycled newsprint machine to its Pomona, Calif., mill.

And despite the current existing small surplus, the mills say they still sell every roll of recycled newsprint they make—it just takes them a little longer. However, "that does not mean we are turning away customers," says Laura A. Rowell, public relations and government affairs manager for Southeast Paper Manufacturing Co., which operates a recycling mill in Dublin, Ga., with an annual capacity of 212,000 metric tons.

James R. Tisdale, vice president sales and marketing for Smurfit Newsprint Corp., says his company has no trouble selling all the newsprint made at its two recycling mills in Oregon. "Keep in mind, too, that many of the newspapers have contractural obligations with virgin-fiber mills that prevent them from buying more recycled paper," he says. "Overall, I believe the recycled market is doing well. None of the recycled mills have taken downtime to reduce stocks as the virgin-fiber mills have."

Tisdale says Smurfit is currently studying the feasibility of building its third recycling mill, this one in the northeastern United States and capable of producing 255,000 metric tons of newsprint annually.

First proposed in 1987, the project was put aside for about a year because of what the company perceived as lack of interest on the part of prospective customers, he says. Earlier this year the study was revived.

Tom Sullivan, general sales manager for Stone Container Corp, says that company's recycling mill in Arizona has received stepped-up orders from established buyers and inquiries from others. Stone Container sells the newsprint to about 300 newspapers, the majority of which are small operations, Sullivan reports. "I believe the large newspapers are slower to accept change," he comments.

With so much interest coast-to-coast in the recycling of old newspapers, all of the U.S. and Canadian companies that currently make newsprint from virgin fiber are studying the new market to decide if, where and when they should enter it, reports the API. At the same time, they are in the midst of adding 2.1-million tons of virgin-fiber capacity by 1991—decisions made largely in the mid-1980s.

Clearly, the manufacturers did not reckon with the coming landfill squeeze and the attendant demand for recycled newsprint. Now they find themselves stuck playing the role of latecomers to the party.

"I do not believe there was any way to anticipate the increased interest in recycling that we see now," says John Gustavson, manager of public affairs for Abitibi-Price Inc. of Toronto, the world's largest newsprint manufacturer. "The market for old newspapers was largely an export market. The demand (in North America) was not as great."

The surge in interest comes at an inopportune time for many newsprint companies, inasmuch as sales of virgin newsprint are flat and prices are depressed, Gustavson observes. "These are difficult times," he says. "We are looking at adding high-ticket projects at a time when there is not a lot of money in the newsprint industry to accomplish these projects."

Another mill executive put it even more succintly. In an interview with The Wall Street Journal, Charles-Albert Poissant, chairman and chief executive officer of Donohue Inc., said the recycling movement "will shift production to the United States. It puts the Canadian industry in peril."

Leaders in the paper industry say the virgin-fiber mills are looking at the possibility of retooling older mills to accommodate de-inking equipment. Gustavson says that because the engineering and other construction preparations are so far along on the previously announced virgin-fiber projects, it would be imprudent to switch them to recycling operations.

A newsprint mill costs $400 million to build, and a de-inking plant within the facility to handle old newspapers is an additional $50 million to $100 million.

Newspaper Reincarnations

Newsprint can have a second life as many things besides a newspaper. They include: insulation, egg cartons, cardboard containers, construction paper, animal bedding, garden mulch, padding for shipping packages, roof felting, fireplace logs—and chicken feed.

North American Newsprint Recycling Mills

Companies	Mills	1989 capacity[1] (metric tons)	Percentage of old newspapers in recycling furnish	Newspaper company equity
Stone Container Corp.	Snowflake, Ariz.	264,100	60	---
Golden State Newsprint Co.	Pomona, Calif.	122,500	100	---
Southeast Paper Manufacturing Co.	Dublin, Ga.	212,000	95	Cox Enterprises Inc. (⅓), Knight-Ridder Inc. (⅓), Media General Inc. (⅓)
FSC Paper Corp.	Alsip, Ill.	121,500	100	---
Manistique Papers Inc.	Manistique, Mich.	56,000	[2]	---
Garden State Paper Co.	Garfield, N.J.	197,000	100	Media General Inc. (100%)
Smurfit Newsprint Corp.	Newberg, Ore. / Oregon City, Ore.	567,000	50	The Times Mirror Co. (20%)
Quebec and Ontario Paper Co. Ltd.	Thorold, Ontario	310,000	55	Tribune Co. (100%)

[1]Preliminary figures
[2]Does not use old newspapers

Another way to save money, they say, might be to close mills that are too small or too far away from urban centers where the most readily available supply of old newspapers exist.

Newspaper companies have more than a passing interest in business dealings of both recycled-fiber and virgin-fiber mills. On the recycling side, Cox Enterprises Inc., Knight-Ridder, Media General Inc., The Times Mirror Co. and Tribune Co. have equity interests. All of these companies except Cox also have stakes in virgin-fiber mills.

Other newspaper companies that own all or part of conventional mills are Central Newspapers Inc., The Copley Press Inc., Cowles Publishing Co., Dow Jones & Co., Gannett Co., Kearns-Tribune Corp., McClatchy Newspapers, The New York Times Co., Newhouse Newspapers, Quebecor Inc., Thomson Corp., and The Washington Post Co. [presstime, May 1988, p. 41].

RECYCLING TECHNOLOGY. In fact, it was a newspaper publisher, Richard B. Scudder, who made recycled newsprint a reality in the first place. He worked in the 1950s to develop the de-inking process, and it began being used commercially in 1961 when Garden State Paper opened its mill in Garfield, N.J. Although Scudder's formula for de-inking is a closely guarded company secret, other newsprint manufacturers have developed their own workable de-inking systems.

The "wash" process used by most of the mills (see graphic, below) involves placing bales of old newspapers into a pulping unit filled with water that tears apart the newspapers. A secret mixture of chemicals emulsifies the ink and separates it from the newsprint fiber. The newsprint fiber is then sent to the paper machine.

The ink residue is either piped to a municipal treatment plant (e.g., Garden State Paper) or to a treatment facility at the mill itself (Southeast Paper). The treated waste is turned into sludge, which some facilities burn for energy and some send to a landfill.

Burke of Garden State Paper says fiber is often shortened by recycling, and as much as 10 percent is lost each time it goes through the process. Although fiber theoretically can be recycled an infinite number of times, it will always be necessary to introduce previously unrecycled newspapers into the mixture to keep the quality up and to reduce the potential for web breaks, he says.

Refinements that in recent years have enabled companies to allow newspapers' slick inserts to be sent into the de-inking unit alongside waste newsprint are just the beginning, paper-industry specialists say.

Fellner says the new Atlantic Packaging Products mill in Ontario will utilize de-inking technology from West Germany that separates the clay in coated stocks from the ink and the fiber. He says that means even magazines can be added to the mix and successfully processed into newsprint.

DELVING INTO QUALITY. How does recycled newsprint compare with newsprint made entirely from wood pulp?

"There is a tendency to look at anything recycled as being somewhat inferior," ANPA's Rinehart says. "Some critics believe it can't be as good as paper from virgin fiber. But recycled paper can be very good paper."

George Cashau, ANPA director/technical research, goes even further. Says Cashau: "Recycled newsprint is on a par with virgin paper. It has made tremendous progress, technically, in the past five years."

ANPA, which has been testing newsprint for more than 30 years, reports current tests indicate that the quality of recycled newsprint is about the same as virgin-fiber newsprint in terms of printing opacity and tear strength. The key is the quality of the original paper that is recycled, Rinehart explains.

Knight-Ridder's Taylor puts it this way: "If you compared the

How newsprint is recycled

1 Newsprint is brought in on trucks and unloaded onto floor. Bulldozer pushes it into buckets to be weighed. Bucket is raised by crane, and newsprint is dropped into pulper.

2 In pulper, paper is immersed in water and torn apart by rotating steel blades. Chemicals are added to dissolve ink. Water and fiber solution (called "slurry") is now about 1 percent fiber.

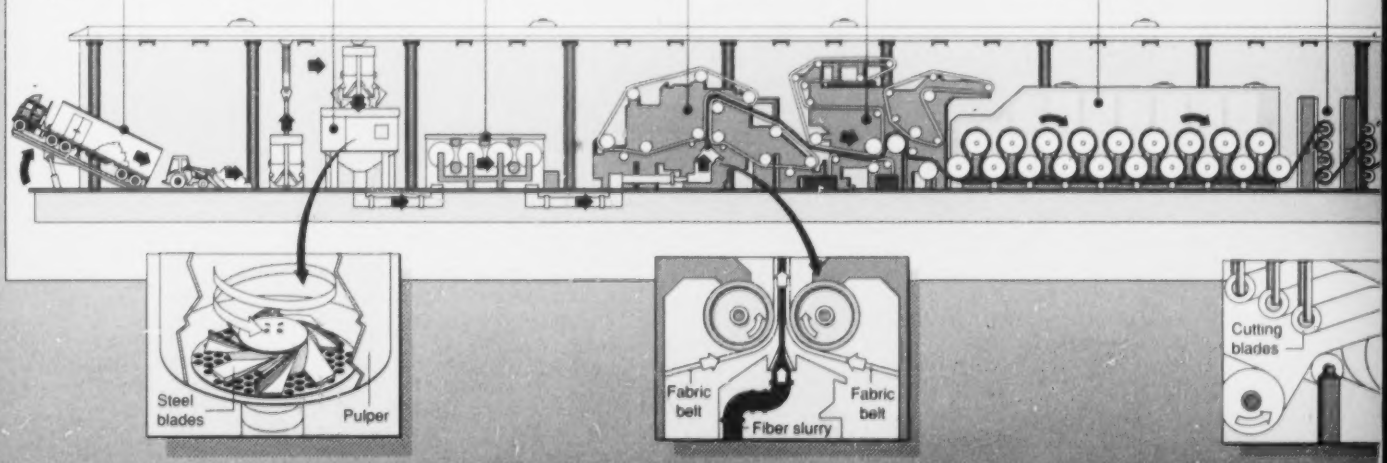
3 Slurry is pumped into continuous pulper, where debris is screened out. Slurry is then moved into reservoir for intermediate and fine screening. It then goes to three-stage washer where ink is suspended in water and drained away to waste treatment plant.

4 Fiber slurry is formed into paper. It is sprayed between two fabric belts, which remove water. Paper moves in a continuous sheet at 45 mph. Paper is still quite wet, about 15 to 18 percent fiber.

5 Paper goes to presser. Steel rollers squeeze the paper, which is held by blanket-like belts, three times. Paper is now 42 percent fiber.

6 Paper crosses unsupported to dryer, where belt carries it around heated dryer cans, each 6 feet in diameter. Dryer temperature is 250° F. Paper is smoothed between steel rollers during the last phase of drying. Paper is 92 percent fiber.

7 Paper is smoothed again outside the dryer. Still moving at 45 mph, it is wound onto large reels.



best virgin newsprint to the worst recycled newsprint, yes, there would be a noticeable difference. But with good-to-average sheets of both, there is not much difference."

At Gannett, Washburn says he is purchasing recycled newsprint for the company's local papers, but until it can be certified as meeting standards of uniformity for USA Today, it will not be used there. "USA Today is printed at 33 printing sites, and it is important to us that the newspapers look as much alike as possible," he says. "I think that is one of the biggest problems people have with recycled newsprint, its consistency."

Washburn says recycled newsprint sometimes has a gray, mottled appearance. Yet users have also found that some of it has been too bright to give vivid reproduction of color photographs, he says.

Other occasional problems include a greater tendency than conventional newsprint toward excessive ink penetration, which can lead to dot gain; insufficient ink penetration, which can contribute to ink rub-off; and linting, which can clog printing plates and blankets. "For us," Washburn says, "linting can be a major problem. With USA Today, we don't have time to stop and wash the blankets and plates."

Rowell of Southeast Paper says complaints about linting are being heard less often nowadays. "Five years ago that was a problem, and it pretty much has been eliminated," she says. "In fact, we've had people tell us they like the (recycled) newsprint because it accepts ink well and reproduces color well."

Willmott, the publisher of Suffolk Life, says his pressroom is one place where a linting problem has been alleviated, and "the (ink) laydown is smooth." He adds: "There is a lot of prejudice about recycled newsprint, but we wouldn't use it so much if we didn't like it."

WHAT THE FUTURE HOLDS. Research and development to improve recycled newsprint continues, Burke and others in the papermaking industry say. One improvement may not come from recycling laboratories but from fields of the fibrous plant known as kenaf growing in south Texas.

A kenaf newsprint mill planned for operation by the end of 1991 could provide kenaf pulp for recycled newsprint production or for virgin-fiber newsprint [**pressstime**, Nov. 1989, p. 53]. Virgin newsprint made from kenaf pulp has been very bright and yielded good color reproduction. In addition, it does not yellow with age.

According to Donald N. Soldwedel, chairman of Western Newspapers Inc. in Yuma, Ariz., who has been active in kenaf research since 1977, kenaf pulp could greatly enhance the printing properties of both virgin- and recycled-fiber newsprint.

"Overall, it would be good for either. We've long thought that kenaf pulp could be used to make all-kenaf newsprint but that it would have wider applications as well," Soldwedel says.

Rinehart sees still another encouraging sign: the paper-formation research being conducted at a U.S. Department of Agriculture laboratory in Madison, Wis. He says the tests prove that recycled paper can be made from nearly dry recycled pulp. Existing methods require a great deal of water, massive machinery and huge mills to house it [**pressstime**, Oct. 1989, p. 53]. Dry pulping would reduce those proportions and simplify paper formation, he says.

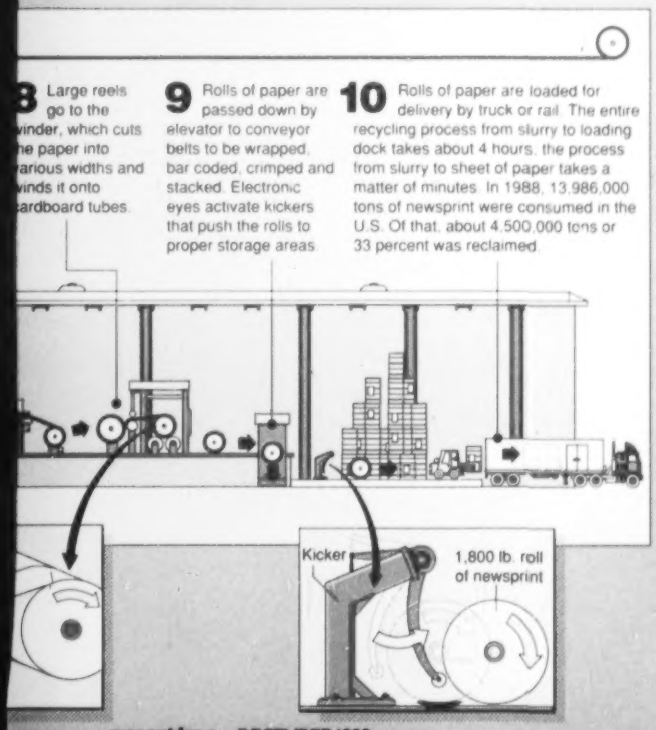
Proponents say the so-called "mini-mills" could be built closer to the supplies of old newspapers and at considerable savings from the cost of a full-size newsprint mill.

Paper-industry executives dismiss the possibility that concern about pollution might block the locating of such mills near populated areas. The mills and their effluent are heavily regulated by government today, they note.

Another reason gets to the heart of the matter. As Taylor of Knight-Ridder says, "The idea of recycling is more and more popular with the public, with our readers." □

Chuck Mason/Courtesy of Knight-Ridder News

Engineers oversee the $300-million expansion of Southeast Paper Manufacturing Co.'s recycling plant in Dublin, Ga.


8 Large reels go to the winder, which cuts the paper into various widths and winds it onto cardboard tubes.
9 Rolls of paper are passed down by elevator to conveyor belts to be wrapped, bar coded, crimped and stacked. Electronic eyes activate kickers that push the rolls to proper storage areas.
10 Rolls of paper are loaded for delivery by truck or rail. The entire recycling process from slurry to loading dock takes about 4 hours; the process from slurry to sheet of paper takes a matter of minutes. In 1988, 13,986,000 tons of newsprint were consumed in the U.S. Of that, about 4,500,000 tons or 33 percent was reclaimed.
Kicker
1,800 lb. roll of newsprint

Bill Baker, Knight-Ridder Tribune News/Courtesy of Knight-Ridder News

PART II Governments Join Groundswell To Recycle

BY MARY A. ANDERSON
pressTime staff writer

Twenty years ago, environmentalists promoted newspaper recycling programs by noting that recycling a ton of newsprint would save 17 trees.

This year, when Sens. Timothy E. Wirth (D-Colo.) and John Heinz (R-Pa.) introduced a bill to empower the Environmental Protection Agency to impose minimum production levels on mills for recycled newsprint, Wirth said, "Every ton of recycled newspaper saves three cubic yards of landfill space."

The contrast helps explain why newspapers are under increasing pressure to use more recycled newsprint and to lean on paper companies to boost their production of it.

In the minds of policymakers and the public, disposing of newspapers has become far more than a conservation issue. It now hits taxpayers in the pocketbook as localities are fast running out of places—and paying ever-higher fees—to stash their trash.

In reaction, laws are being enacted that could hit newspapers in their pocketbooks also, at least until a settled recycled-newsprint market is established.

So far, three states have passed laws that regulate newsprint purchases. Florida imposed a 10-cents-per-ton tax on use of virgin newsprint, with an equivalent credit for use of recycled newsprint. Connecticut and California enacted laws requiring newspapers to use increasing percentages of recycled newsprint. The action in trend-setting California, the nation's most populous state, is especially worrisome to newspaper publishers; they fear that it could be copied elsewhere.

ANPA staff members who are tracking the situation say similar legislation is pending in nine other states. However, there is no solid assessment, as yet, of how many are likely to pass.

In addition to the three states with newsprint-purchase laws, 10 states (plus the District of Columbia) have enacted mandatory statewide recycling programs—often the first step in governmental efforts to force development of markets for recycled goods. At least 1,000 communities in 35 states now have curbside collection programs, about half of which are mandatory.

Five more states have passed laws to encourage local jurisdictions to implement programs whereby certain items like newsprint are separated from the rest of the trash and then recycled.

Twenty-one states, including some that already have taken some action on the matter, have directed commissions or task forces to study the issue.

Also deeply involved is the federal EPA, which has helped shape many of the local efforts.

Its "Agenda for Action" announced last year urges cities and states to dump waste in a landfill only as a last resort, first relying on waste reduction, recycling and incineration, in that order. The agency set a goal of reducing waste, through recycling or other means, by 25 percent by 1992. Currently, only about 10 percent of all U.S. garbage is recycled, while 12 percent is burned and 78 percent is dumped in landfills.

Despite growing recognition in recent years that waste-management issues were about to surface like debris from an overstuffed landfill, publishers and paper producers alike were caught off guard by the speed with which the recycling programs have been adopted by state and local governments, and by the growing drumbeat that newspapers be printed on recycled newsprint.

"It's coming at a bad time for those in the newsprint production business because they're not interested in spending more capital" when their production capacity for virgin-fiber newsprint already is too high, says Charles T. Brumback, president and chief operating officer of the Tribune Co. of Chicago, which owns both newspapers and newsprint mills.

"Some publishers are confused about what to do. Some like Knight-Ridder are pressuring producers (to make more recycled newsprint), and others don't want to disrupt their producers," Brumback says. "It's a major issue on both sides of the equation."

Last year, according to a Gallup survey of ANPA-member newspapers, top newspaper executives ranked newsprint issues sixth (tied with distribution) among 20 they saw as most affecting the business. This broad category included, of course, newsprint prices—a perpetual concern among publishers because newsprint is typically their biggest budget item after payroll costs.

Now publishers are turning their attention to the recycling aspect of newsprint. Among the things they are wondering is whether recycling puts them at cross-purposes in their quest to gain

Recycling Statistics

Americans produce 400,000 tons of solid waste daily, or about 3.5 pounds per person; the highest discard rate in the world.

- In 1979 there were about 18,500 landfills in the United States. Today there are about 6,500, and one-third of those are expected to close by 1995.
- Old newspapers represent about 8 percent of waste material in landfills; all paper and paperboard products together account for about 35 percent.
- All U.S. users consumed 12.3 million metric tons of newsprint last year, of which 4.3 million tons were recycled—3.3 million were used domestically, and the other 1 million were exported.
- Seven U.S. paper companies and one Canadian company produced 1.7-million metric tons of recycled newsprint at nine mills in 1988. That represents about 14 percent of the 12.3-million metric tons of newsprint supplied by the industry as a whole.
- Three states have enacted laws either mandating recycled newsprint use or taxing papers for use of virgin newsprint.
- More than 1,000 communities in 35 states have curbside recycling programs. About half are mandatory.
- The state with the highest newspaper collection rate is Oregon, where about 70 percent of all newspapers are picked up for recycling.

How Some Newspapers Are Showing Leadership in Recycling Efforts

Some newspapers are taking a high-profile role in their communities' commitment to recycling.

The Star Tribune of Minneapolis is addressing the issue on all fronts, despite the fact that current contractual obligations with suppliers of conventional newsprint mean recycled newsprint makes up just 5 percent of its consumption. Minneapolis has a voluntary recycling program that collects an estimated 50 percent of all newspapers circulated there.

Star Tribune owner Cowles Media Co. took members of a regional governmental council on an expenses-paid trip to two newsprint mills to inform them about the papermaking process and the economic issues involved in expanding capacity to make recycled newsprint.

The government representatives gained such an appreciation for the complexities involved that a future trip is now being planned for state legislators. "We have caused a major shift in perception," says Toni Schutta, senior public relations representative for the newspaper.

The Star Tribune also has cultivated an image of civic responsibility by co-sponsoring a public symposium on recycling with the Minnesota Newspaper Association. Additionally, it launched an internal campaign to recycle as many materials as possible and to reduce the company's use of unrecyclable products.

The paper's neighboring competitor, the St. Paul Pioneer Press Dispatch, also has taken action. Chairman and Publisher John T. Henry told readers in a signed editorial last summer that the paper had started using recycled newsprint as 10 percent of its total consumption and planned to increase that to 25 percent in 1992 in conformity with other Knight-Ridder papers.

In addition, the Pioneer Press Dispatch together with the Star Tribune and the MNA are seeking alternative buyers for old newspapers, such as manufacturers of boxes, insulation and animal bedding. The Pioneer Press Dispatch put up $5,000 for the press association to award to the developer of the best new market for the collected papers.

Another newspaper company, Scripps Howard Newspapers, recently announced that 20 percent of all the newsprint used next year by its 19 daily newspapers will be recycled newsprint.

House ads are another popular way for newspapers to tell people they truly care about recycling.

A note in the Chicago Tribune, right below the lottery numbers and subscription rates, tells readers: "This newspaper is printed with ink that resists rub-off. The newsprint produced by the Chicago Tribune's major supplier is made from 50-percent recycled paper."

In environmentally conscious Oregon, where state officials estimate that 70 percent of all newspapers are collected for recycling, the Albany Democrat-Herald teamed up with a local waste hauler to produce a special eight-page tabloid section, "Resolve to Recycle."

The Oregon Newspaper Publishers Association has joined with an environmental group, the United Community Action Network, to develop a public education campaign concerning all recyclable materials. Representatives of the press association see the effort as one way to address UCAN's concerns that newspapers have not shown sufficient leadership in newsprint recycling.

Some newspapers have been able to alleviate a glut of old newspapers in their communities by agreeing to use more recycled newsprint. For example, The Lincoln (Neb.) Star and Lincoln Journal signed an agreement with Stone Container Corp. in Snowflake, Ariz., to buy about 60 tons of recycled newsprint a month—about 10 percent of the papers' consumption. After the rolls of recycled newsprint are shipped by rail to Lincoln, they are unloaded and delivered by truck to the newspaper plant. Then another truck filled with an equivalent volume of old newspapers goes to the rail siding, where its contents are unloaded and shipped back to the recycling mill.

and retain readers. Will the chore of having to separate and bundle papers, to take them to recycling centers or to pay increased garbage-hauling fees prompt some people to stop buying the paper?

They are also wondering what will happen to all of the old newspapers now being collected in the mandatory and voluntary programs. Supply is outstripping capacity of recycling mills, leading to a glut. Only a year ago, paper brokers would pay $20 to $35 a ton to take old newspapers off the cities' hands. Now some cities find they have to *pay* brokers to store the papers until the market brightens, to bury them in landfills or to burn them in incinerators.

Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp. and chairman of ANPA's Newsprint Resource Task Force, says it's clear that recycling is fundamentally changing the country's waste-management policies and will inevitably change the newspaper industry's newsprint-purchasing practices. He advises publishers to do all they can to help develop the market for recycled newsprint—and to do it quickly.

LEGISLATION OR COOPERATION? Addressing the growing issue, the ANPA Board of Directors in the Association's recycling policy statement urges newspapers to use all available recycled newsprint, to ask for more and to resist mandatory use levels that could lead to government control of the newsprint market.

The Board acted as momentum built among lawmakers to promote recycling through political means: laws that force publishers to use more recycled newsprint or to explain to the state's satisfaction why they can't.

A provision built into the California law, for example, exempts newspapers from the quota on recycled newsprint (defined by EPA as newsprint composed of at least 40 percent of recycled fibers) if they file a certification that they could not buy it at a price or quality comparable to virgin newsprint. That "safety hatch" is perhaps illusory, says Tonda F. Rush, ANPA director/newspaper plans and projects, because "it gives government the authority to say, 'You did a good enough job' (of searching for recycled newsprint) or 'You didn't.' Government authorities could find that the publishers' reasons were not good enough."

Newsday Publisher Robert M. Johnson, who heads a New York task force of newspaper publishers, newsprint manufacturers and state officials to develop a voluntary, statewide recycling program, says legislators are often "well-meaning but ignorant" in thinking that requiring publishers to use recycled paper will make huge quantities of it suddenly appear.

Johnson espouses the "enlightened, cooperative approach" that publishers in New York and several other states have developed

with public officials to avert forced purchases of recycled newsprint. But for such efforts to succeed, publishers say, they must demonstrate commitment to obtaining more of the product.

New York officials have expressed confidence in the ability of newspapers to press for more recycled newsprint and to lure a new mill to the state. "What we've gotten is cooperation," says New York Economic Development Director Vincent Tese. "We assume there's good faith on the part of the newspaper industry to deal with the issue. . . . If we can marry the needs of a major paper supplier and newsprint users, then we have the makings of something very sexy."

In addition to the New York effort, Wisconsin and Pennsylvania publishers recently announced agreements with legislators and state officials that set voluntary guidelines to expand the market for recycled newsprint.

The Wisconsin Newspaper Association, which has lobbied hard to craft a newsprint recycling bill that newspapers can accept, reached agreement on the goals with key legislators. The bill still faces tough opposition from certain environmentalists as it goes before the full Legislature, says WNA manager LeRoy Yorgason. According to the bill, newspapers will seek to use recycled newsprint as 5 percent of their total consumption by 1991, with no definition placed on the percentage of recycled fiber that must be in the sheet. The goal will increase to 20 percent of all newsprint consumption by 2001. Other provisions include exemption from the guidelines if the newsprint is not available at a competitive price and quality, and recognition that newspapers must fulfill all current contracts.

In Pennsylvania, Gov. Robert P. Casey recently announced verbal agreements with several of the state's major newspaper companies that he said would be "crucial" in boosting the market for recycled newsprint there. The Pennsylvania Newspaper Publishers Association played the lead role in reaching the agreements by which four newspaper companies pledged to use recycled newsprint as 50 percent of their total consumption by 1995, if the supply is available and the price competitive. The four are: The Patriot-News in Harrisburg, the Lancaster New Era and Intelligencer Journal, The Morning Call in Allentown, and Calkins Newspapers of Levittown. In addition, dailies in Philadelphia, Pittsburgh and Erie pledged to increase their use of recycled newsprint by an unspecified amount.

Recycled newsprint already makes up 10 percent of the newsprint used in the state, says Sandra C. Hardy, chairwoman of PNPA's Newsprint Resource Task Force and vice president of Calkins Newspapers.

Bennack of The Hearst Corp. says that what is critical to such negotiations is for publishers to "get the sense that just doing a promotional piece in support of recycling newsprint is not only *not* going to help them, but it will tighten the noose around their own necks if they don't actually use more recycled newsprint."

Legislators and environmental activists often are more sophisticated about the newspaper business than publishers are about recycling, he says. Proponents of regulation have already considered, and rejected, alternatives to recycling (such as incineration and alternative uses for old newspapers) by the time publishers enter the debate. "While our people are getting through the learning curve," he notes, "others see us not responding. The industry has to move affirmatively while reinforcing our conviction that any regulation of newsprint is inconsistent with a free press."

GLUT ECONOMICS. In the long term, assuming that plans to expand production of recycled newsprint proceed apace, newspapers may someday be able to purchase ample supplies.

Publishers may even prefer it for its lower price. As far as sheer production costs are concerned, a ton of newsprint with 50-percent recycled content could be almost $70 less than its virgin newsprint counterpart if the price and transportation costs of old newspapers remain under $50 per ton, according to an econometric study ANPA commissioned last summer.

Brumback of the Tribune Co. says he expects some economies will come into play as the product becomes more plentiful. He points out that "making recycled newsprint is cheaper than grinding up logs."

However, there may be some short-term costs to newspapers. An ANPA-sponsored survey of several New Jersey markets with mandatory and voluntary recycling programs found that there is at least some indication that separating newsprint from the rest of the trash could be "inducing a negative reaction on newspaper reading," according to the small population sample interviewed.

"There is no way to determine now if that will result in a permanent loss or even how large the effect will actually be," said the study by Economic Planning & Consulting Inc., headed by former American Paper Institute economist Norma Pace. "As consumers feel more inconvenienced in terms of problems with disposal, time required to sort and/or increased collection costs, some will change their purchase habits," the study said. "Newspapers will be one focus of that change, more likely among younger readers."

Although the survey was anecdotal and did not reach a valid statistical sample of readers, it is one early indication that newspapers should observe the situation closely, ANPA's Rush says.

Other readers have expressed annoyance that the market for old newspapers has collapsed under the weight of the tonnage suddenly being picked up. Several newspaper executives have reported being bombarded with angry phone calls or being subjected to picketing outside their buildings when citizens learn that collected newspapers are not being returned to recycling mills, or that the paper uses a scant amount of recycled newsprint.

Consider three recent letters to the editor:

- An environmentally conscious reader of the Los Angeles Times wrote a letter after the city of Ventura, Calif., announced it would refuse to collect old newspapers when it began a curbside recycling program. The reason: It couldn't find a buyer willing to pay more than $5 a ton. In her letter, the daily subscriber said she would become a Sunday-only reader. "We have always recycled our newspapers to save the trees. Now, for the first time, I can't recycle. At $5 a ton, it is not worth it to the recycler and his receiver. They are refusing to accept newspapers." Ironically, the Times is perhaps the nation's top user of recycled newsprint. Eighty percent of the newsprint it uses contains recycled fiber.
- The Wall Street Journal, on the other hand, is vulnerable to criticism because only 1.4 percent of its newsprint comes from recycled paper, a Philadelphia money manager and environmentalist noted in a letter to the editor. Because she "must read" the Journal, the woman wrote, "Please make me and thousands of other readers more comfortable with our daily purchase . . . and increase your use of recycled paper."
- The Globe and Mail of Toronto, another paper that uses little recycled newsprint, regularly runs an ad telling readers to "Recycle this Newspaper." But one reader wrote that she was "surprised by the ambiguity demonstrated by your stance on recycling. . . . It seems to me that if we as readers can go to the trouble of recycling The Globe and Mail, then you should also make a concerted effort to recycle." □

For related stories see Essay, p. 36, and virgin- and recycled-fiber newsprint prices, p. 61.